



How to Improve Employer Engagement *with Data*

For the HBCU Philanthropy Symposium
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Emsi's Mission:
Labor market data to inform & connect
people, education, and work.



What is labor market data?

Data (government + private sources) that helps us better understand the world of work

- Industries
- Occupations
- Companies
- Locations
- Compensation
- Skills/qualifications



What

Applying data in key areas to improve results

How

The right information

Why

Relevancy and
Value
(Prosperity)



Why?

Premise 1: Higher ed is a massive **engine for economic development** and sustaining economic competitiveness

Premise 2: To significantly improve the conditions in the local labor market (*for students, for employers, and for the college itself*) higher ed should **lean into the labor market...**



Problem: Three Disjointed Spheres

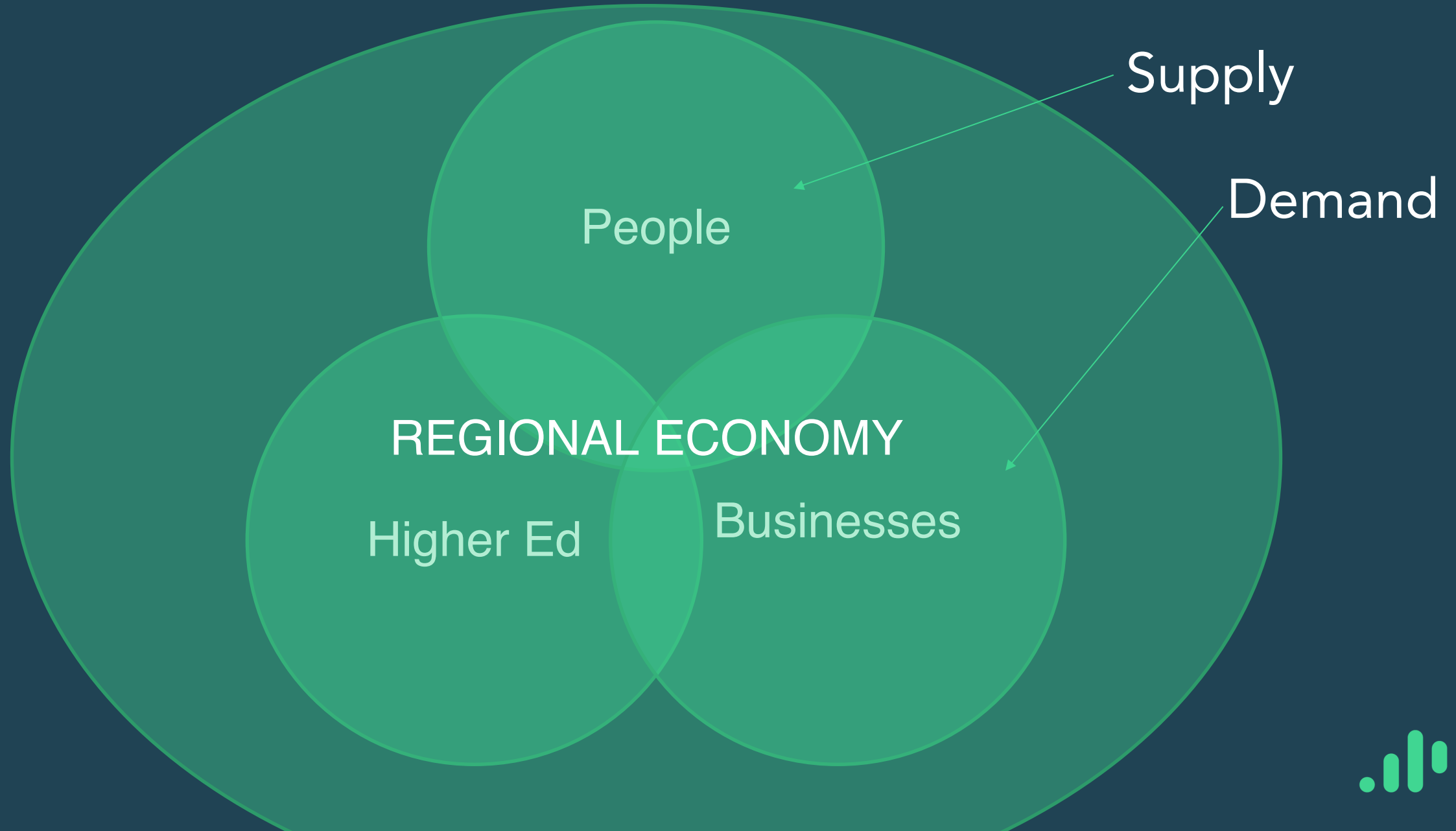
People
(Family /
Home)

Higher Ed
(Education)

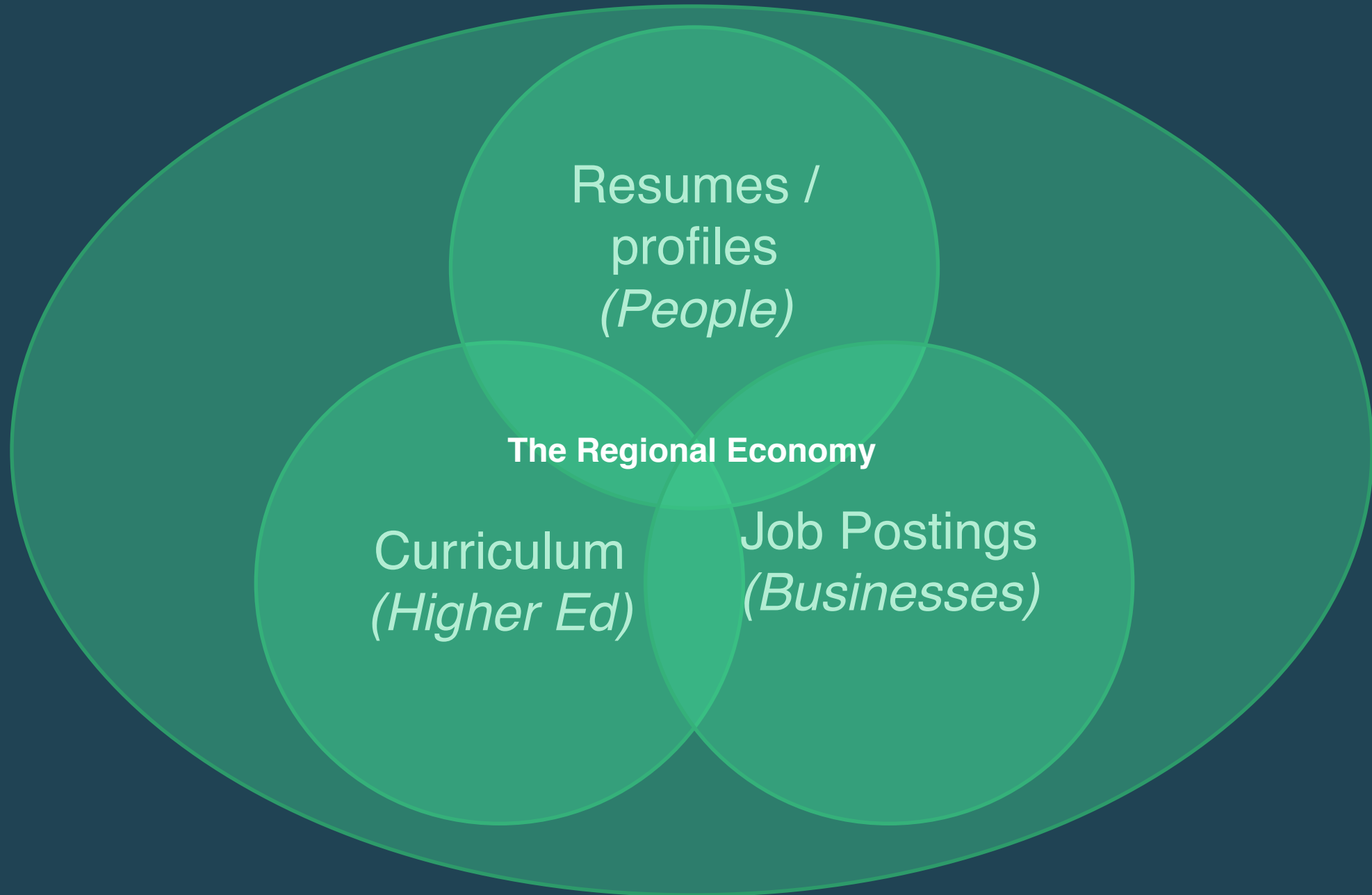
Businesses
(Work)



Integrated & Aligned Economic Ecosystems



How? How should we look at this work?



How can the higher ed community tackle this?

- HE - capacity to do the human capital R&D (where others don't)
- With this practice colleges can improve:
 - The creation of relevant programs / curriculum
 - How employers are engaged / can find talent
 - How students are engaged / prepared for the world of work
- Data collected from a variety of sources can help
- Combine social mission & talent development



General data framework

1. (Demand) What employers need
2. (Supply) Where students are going after they graduate



Employer Engagement (Build Trust and Investment)

1. Labor market outcomes
2. Program development
3. Student engagement

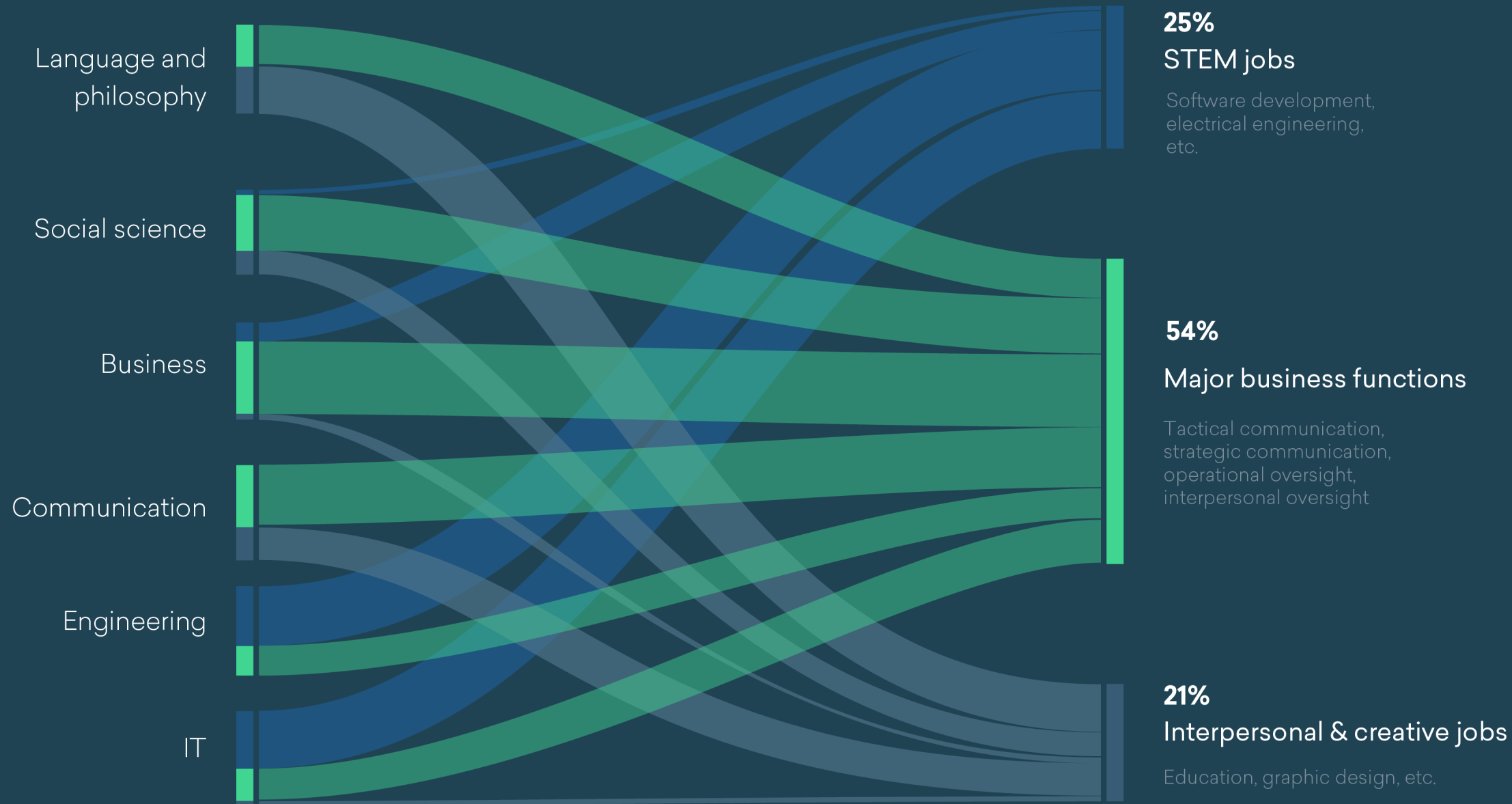


1. Labor Market Outcomes

Where do our students go after they graduate?



54% of top outcomes are in major business functions



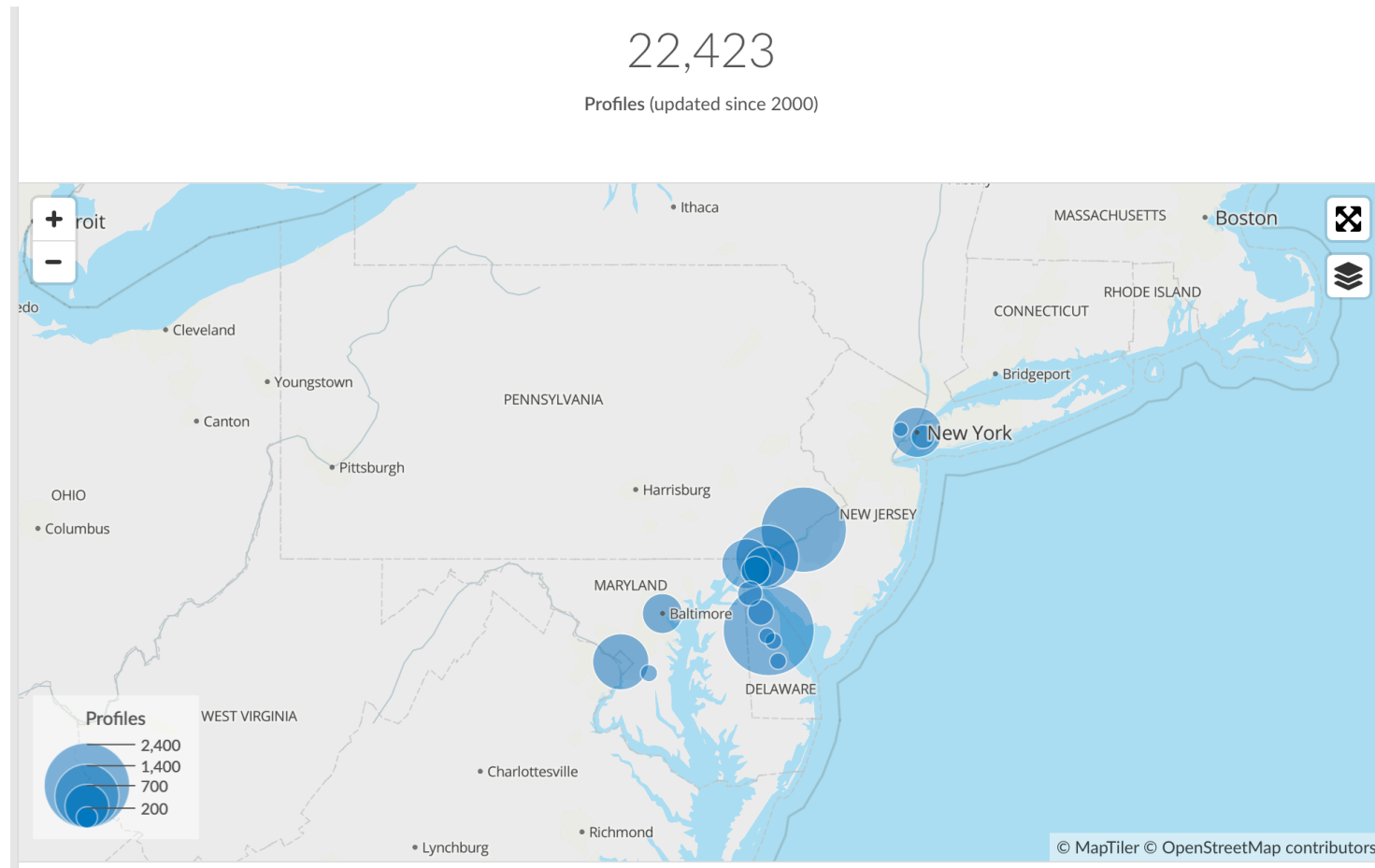
Labor market outcomes

- Gaining the trust of employers with data

Delaware State Alum

22,423

Profiles (updated since 2000)



Company	Profiles	Percent
Delaware State University	676	3.01%
Delaware State of State	312	1.39%
Bank of America Corporation	182	0.81%
JPMorgan Chase & Co.	166	0.74%
Wal-Mart, Inc.	79	0.35%
Christina School District	76	0.34%
Amazon.com, Inc.	75	0.33%
Bayhealth Medical Center, Inc.	65	0.29%
Capital One Financial Corporation	62	0.28%
United States Department of the Army	61	0.27%



Top Job Titles



Job Title	Profiles	Percent
Vice Presidents	11	6.63%
Project Managers (Management)	4	2.41%
Credit Analysts	4	2.41%
Compliance Analysts	4	2.41%
Bankers	3	1.81%
Business Analysts (Business and Financial Operations)	3	1.81%
Financial Analysts	3	1.81%
Reporting Analysts (Computer and Mathematical)	3	1.81%
Training Administrators	2	1.20%
Financial Controllers (Business and Financial Operations)	2	1.20%



Top Programs



Program	Profiles	Percent
Business Administration, Management and Operations	29	17.47%
Accounting and Related Services	16	9.64%
Finance and Financial Management Services	15	9.04%
Marketing	13	7.83%
Educational Administration and Supervision	5	3.01%
Communication and Media Studies	4	2.41%
Computer Science	4	2.41%
Mathematics	3	1.81%
Leisure and Recreational Activities	3	1.81%
Human Resources Management and Services	3	1.81%



Trevor Newell

Given Job Title: vice president

Job Description: *Unknown*

Standard Job Title: Vice President



Is an alum of:

- Delaware State University

Has these skills (standardized):

- Research
- Data Mining
- Bash (Scripting Language)
- Linux
- Oracle Databases
- Computational Intelligence
- Undergraduate Research
- HyperText Markup Language (HTML)
- Java (Programming Language)
- Java Enterprise Edition
- Software Development
- MySQL
- Cascading Style Sheets (CSS)
- Informatics
- Genomics
- Mentorship
- PHP (Scripting Language)
- Computer Science
- Research Experiences
- SQL (Programming Language)
- Programming Tools



2. Program Development

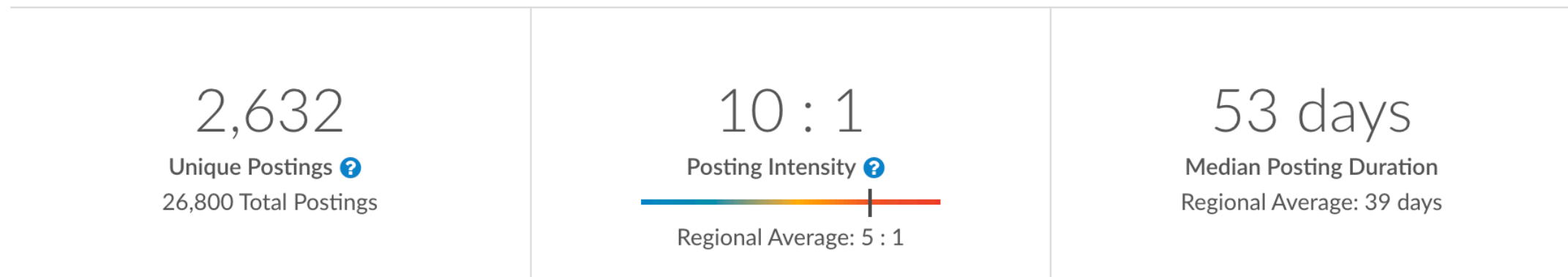
Using data to talk about what the company needs



Program Development

- Starting with a conversation about them and their needs / demand
- Look for opportunities to talk about where your programs can help or where you can build

Job Postings Overview ...






















There were **26,800** total job postings for your selection from January 2020 to June 2020, of which **2,632** were unique. These numbers give us a Posting Intensity of **10-to-1**, meaning that for every 10 postings there is 1 unique job posting.

This is higher than the Posting Intensity for all other occupations and companies in the region (5-to-1), indicating that they may be trying harder to hire for this position.



Top Posted Occupations



Occupation (SOC)	Total/Unique (Jan 2020 - Jun 2020)	Posting Intensity	Median Posting Duration
 Financial Managers	3,438 / 366	9 : 1 	64 days
 Software Developers, Applications	5,545 / 344	16 : 1 	61 days
 Securities, Commodities, and Financial Services Sales Agents	2,888 / 226	13 : 1 	41 days
 Management Analysts	1,663 / 211	8 : 1 	63 days
 Marketing Managers	1,342 / 173	8 : 1 	46 days
 Computer Occupations, All Other	1,196 / 124	10 : 1 	51 days
 Computer and Information Systems Managers	1,128 / 114	10 : 1 	54 days
 Market Research Analysts and Marketing Specialists	951 / 112	8 : 1 	65 days
 Accountants and Auditors	1,311 / 99	13 : 1 	68 days
 Financial Analysts	734 / 66	11 : 1 	75 days



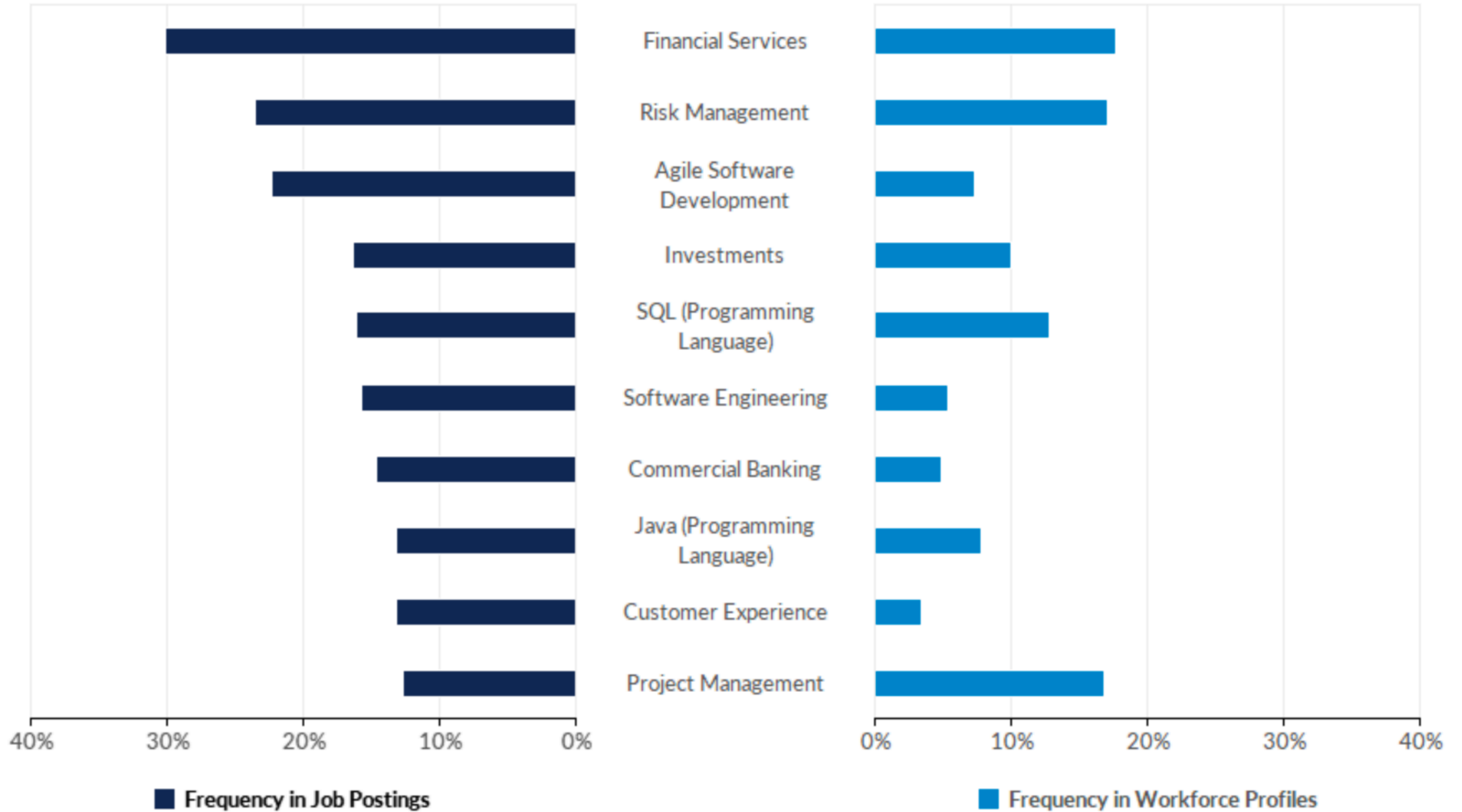
Top Qualifications

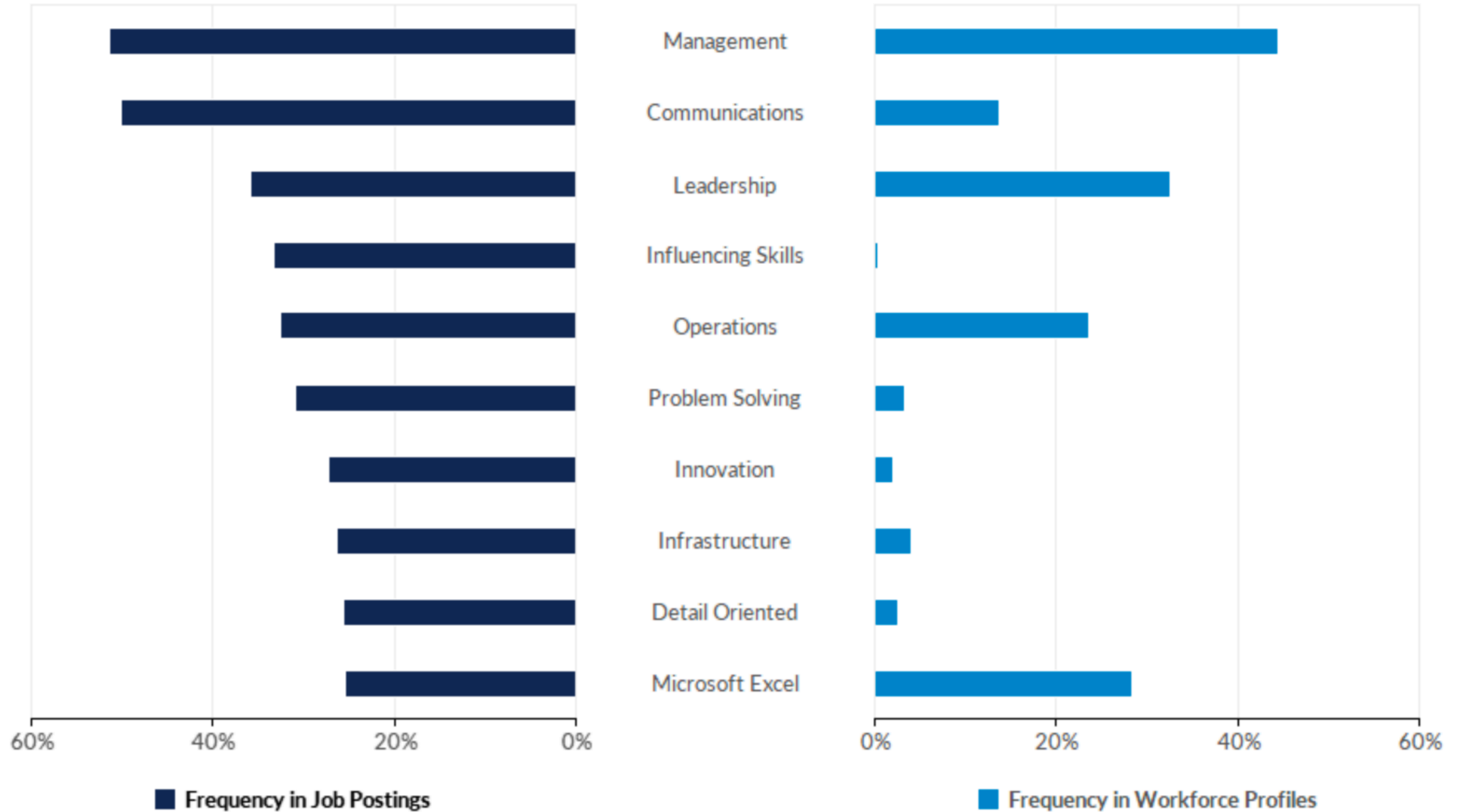


Qualification	Postings with Qualification
Series 6 Investment Company And Variable Contracts License (Mutual Funds/Variable Annuities)	125
Master Of Business Administration (MBA)	120
Series 7 General Securities Representative License (Stockbroker)	70
Series 66 Uniform Investment Adviser : Combined State Laws License (Combined 63 And 65)	32
Chartered Financial Analyst	22
Certified Information Systems Security Professional	17
Certified Public Accountant	14
Certified Information System Auditor (CISA)	13
Certified Financial Planner	12
Certified Information Security Manager	10



Top Hard Skills





Student Engagement

Helping students and employers connect



Student Engagement

- Most students who attend college are there for the promise of a better career
- Once good programs are built – you need to fill them with students eager to fill in-demand roles
- Students need help making the education → career transition
- Increasingly, the internship or the chance to meet with employers is the key step colleges can take to help
- Data is a huge way to help

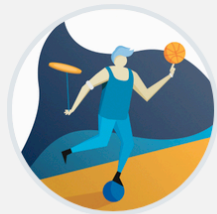


Career Coach – helps traditional students gain “career vision”

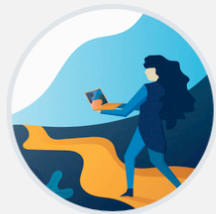
The screenshot shows the top navigation bar of the Lee College Career Coach website. It includes the Lee College logo, a search icon, and links for 'Login' and 'Sign Up'. Below the navigation bar is a horizontal menu with links for 'Assessment', 'Careers', 'Programs', 'Résumé Builder', and 'Work Opportunities'. The main heading reads 'Welcome to Career Coach' with a sub-heading 'Discover majors and in-demand careers and education based on your interests!'. The interface features three main action cards: 'Take Career Assessment' with a 'Take the Assessment' button, 'Browse Careers' with a search input and 'Or Browse all Careers' link, and 'Browse Programs' with a search input and 'Or Browse all Programs' link.

Welcome to SkillsMatch!

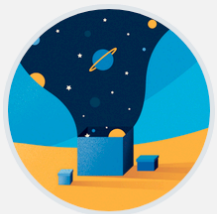
Here's how it works...



Careers are groups of skills.



Tell us about skills you've acquired...



...and we'll match you to opportunities.

Let's dive in →

SkillsMatch – helps adult learners use their skills to be connected to opps and education



Resume Builder

- Emsi continues to invest in resume building tools via our open skills initiative
- <https://skills.emsidata.com/resume>

Enter Your Resume [Take Tour](#)

H1 H2 | **B** *I* | ☰ ✕

[Load Example](#)

Jane Smith

Dallas, TX | (123) 456-7891
jsmith@email.com

Summary

Seasoned Customer [Call Center](#) Professional with a 15-year history of excelling in all [call center](#) functions, including roles as an initial customer-contact representative, floor supervisor and center administrator. Adept at quickly [problem solving](#) for customers and resolving the most challenging complaints.

Find Skills

Pick a job title... ▼

11 Found Skills ▲

These are the skills that we were able to automatically identify in your resume.

- Business Administration
- Call Centers
- Customer Relationship Management
- Customer Satisfaction
- Customer Service
- Information Technology Management



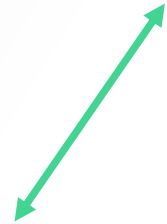
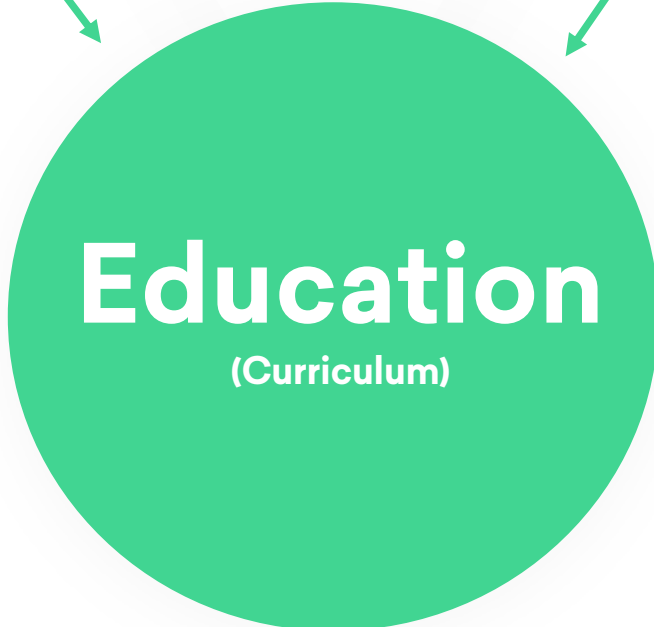
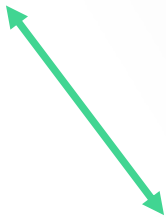


Outcomes + relating skills
of grads to work



**Common
Language**
(Skills)

Helping students relate
education + their skills to
in-demand needs



Relating demand
signals to curriculum



What is the role of labor market analysis?

- **Discovery** – Know the base, structure, and trajectory of the community. What is driving jobs, what do we need to focus on?
- **Strategy** – Address the new economy and make the institution responsive
- **Leadership** – not just following – but creating the economic development narrative
- **Relationships / Focus** – Building relationships in key areas, driving focus to what matters most, engaging people with meaningful, objective information



Data Strengths

- **Direction**
 - Incredibly good at objectivity and pointing us in the right direction
- **Vision**
 - Helps us see (large / ambiguous / hidden) things more clearly
- **Opportunity**
 - Exciting to see possibilities others might be missing
- **Accountability**
 - Keeps us tracking our behavior against what matters most





Thank You

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